

**Abstract**

A system for automatically using internet information which is contained within a commercial on an entertainment medium e.g. television. The system determines information indicative of the web address. This can be done automatically by optical character recognition or by storing information indicative of the web address in an interval of the television signal. Once obtained, the information is sent, either to a user's computer, or to a central office which sends an e-mail to the user. In this way, the information can be used to automatically jump to a web site of the advertiser.

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